



# TIRES & TREADING



TIRE DEALERS ASSOCIATION

**California Tire Dealers Association**

## TOP SHOPS!

PROFESSIONALISM, DEDICATION AND INNOVATION

PAGE 6



REDWOOD GENERAL



PERFORMANCE PLUS

## YOUR DUES AT WORK.....

THE LEGISLATIVE ACTIONS YOUR LEGISLATIVE REPRESENTATIVE HAS TAKEN TO PROTECT YOU. YES, YOUR DUES AT WORK FOR YOU



PAGE 8

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59545

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## EXECUTIVE DIRECTOR'S CORNER EJNAR FINK-JENSEN

### National Media Applauds AB 1665

We have won some Legislative actions by sponsoring important Bills to benefit our members. We have also won some legislative action by defeating proposed Bills that were not of benefit to our members. In either case, National Media seldom, if ever, commented on the actions.

Well, AB 1665 has won National Media attention. Tire Business, Modern Tire Dealer and Tire Review had extensive coverage on this Bill being passed.

Bruce Davis, with Tire Business, sent an email stating, "Congratulations, you are taking on all unscrupulous tire dealers. I guess." The September 1, edition of Tire Business had quotes on the CTDA position on their page 3. Lori Mavrigian, with Modern Tire Dealer, emailed me twice in a five minute period. In her first, she was excited and asked me some questions. I emailed her the CTDA position. She replied, "Ejnar, I am going to post it. I wonder if you will have followers in other states?"

The emails I received were from tire dealers in California expressing their being pleased with our initiative. Our "initiative" has always been to protect the interest of our members. AB 1665 is a logical extension of our efforts to further the interests of, and protect our members.

We must take the time to thank Terry Leveille, your Legislative Representative. He has worked hard and long to achieve this Legislation on your behalf. His services are a benefit you receive in being a CTDA member. One of many benefits of membership

You might want to mention it to your nonmember tire friends.

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George Pehanick

## The President's Message

### THE SEMA SHOW

Once again its SEMA time. One of the biggest conventions in our industry. Held in world famous Sin City: Las Vegas.

What's good about it and what's bad about it? Plenty of reasonably priced hotel rooms, great restaurants, shows, golf and of course gaming. Vegas is easy to get to. A very nice convention center. A truly first class, international level exhibition. Some rather nice booth attendants. I am not much for the tattoos, I guess I'm getting old. We get to see friends we may see only once a year or less.

I love the cars! The MOPAR booth is always awesome. But then we have to endure, long lines everywhere, cranky taxi drivers and very expensive restaurants.

My personal pet peeve, ridiculously priced wine lists and lousy, overpriced convention center food. As an exhibitor I can tell you first hand the SEMA Show and Las Vegas Convention Center are two robbers colluding without guns. This show is a complete hose job. There's a reason you don't and won't see many of the majors exhibiting at this show. IT IS RIDICULOUSLY EXPENSIVE!

What else is bad about the show? A million chintzy, cheese ball wheels that no one really needs, dingo balls, gazillions of offshore tire manufactures that barely speak English promising the world as long as you pay cash in advance. Seems like everyone in the hotel has their hand out. Seems like no matter what time your dinner reservation is, they make you wait. Coincidentally you wait by a slot machine or black jack table. Seems like it takes you at least forty five minutes to get from your room to the convention center. Even if you're staying 2-3 Las Vegas blocks away. I love and hate the place.

Everyone should see the SEMA Show at least once. Don't miss it.

# HR QUESTION ? of the month



## *Are there specific requirements for management of military leave requests?*

**Question:** We have an employee called to complete military training in Israel. At this point, he only has 15 hours to finish, but I'm not sure what would happen should he be required to stay longer. Are there any rules that require specific management of this request? He will be leaving tomorrow, so hoping to get this squared away in time.

**Answer:** The federal Uniformed Services Employment and Reemployment Rights Act (USERRA) does not apply to service for another country's military. USERRA defines the uniformed services as the Army, Navy, Marine Corps, Air Force, Coast Guard, and the commissioned corps of the Public Health Service. The Army National Guard and Air National Guard qualify when performing active duty for training, inactive duty training, or full-time National Guard duty. See 38 U.S.C. 4303(16) at [dol.gov](http://dol.gov). Thus, the employer does not have to grant time off to this employee to complete military training in Israel above and beyond usual PTO/vacation/personal leave time, unless the employer has a policy and practice of doing so. If the employee does not have accrued but unused paid time off, the employer may allow him unpaid time, but will be setting a precedent for other employees who need time off beyond their usual benefits entitlement (whether for another country's military or for any other reason).

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The Tire Review Top Shop Award, presented by Ammco/Coats, seeks to honor the “best of the best” independent tire dealers in the U.S., Canada and Mexico. This year more than 90 tire dealerships entered.

“The Top Shop Award program is truly an amazing experience, and every year tire dealers across the continent reaffirm that this is the most prestigious honor any active tire dealership can earn,” said Tire Review editor Jim Smith.

For the 2014 Top Shop Award, Tire Review accepted 90 plus entrants during the period of January 1, 2014, through June 6, 2014. 20 semi-finalists were selected and completed an extensive entry form, provided details about their business size and other details including their role in the community. Eight semi-finalists were chosen for final judging by an independent panel of judges.

## **CTDA IS PROUD TO ANNOUNCE TWO MEMBERS AS FINALISTS**

CONGRATULATIONS to both Redwood General Tire Pros and Performance Plus Tire & Automotive Superstore. Both were named finalists in the Ammco/Coats and Tire Review Top Shop Award. Your Association has always prided itself on the level of professionalism, dedication and innovation shown by its members. Redwood General Tire Pros and Performance Plus Tire & Automotive Superstore bring this to the public’s attention.

**REDWOOD GENERAL TIRE PROS** is owned by Alpio Barbara, a past president of California Tire Dealers Association. The single “one stop auto shop” location does approximately 50% of its business from tire sales and 15% from vehicle service. It has 38 full-time employees. This is the second time Redwood General Tire Pros has been recognized in the Top Shop Award. It was a finalist in 2007.

“Redwood General works hard day in and day out-and to be recognized as a Tire Review Top Shop is a testament to the hard work of our employees,” said Alpio Barbara. “To measure the quality of the company you have only to look at the staff who represent them. Redwood General is proudly represented by professionals at every level of the organization.”

**PERFORMANCE PLUS TIRE & AUTOMOTIVE SUPERSTORE**, with its *one amazing location*, does approximately 85% from tire sales and 15% from vehicle service. It has 41 full-time employees and three part-time employees. Today, Hank, Joyce and Glenn Feldman own the “locally world famous” business.

“It’s truly an honor to be named a finalist in the prestigious Tire Review Top Shop Award,” said Hank Feldman. “Performance Plus weathered robbery, riots, death, fire and the ebbs and flows of the economy during our over 42 years in the business. We are thankful to be recognized for our perseverance, innovation, customer service and dedication to our employees.”

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celebrating success.

Terry Leveille, President of T.L. & Associates, has represented CTDA-S and/or CTDA-N and now CTDA since 1994. He has sent us an extensive report on the actions he has taken on behalf of our association since 2004. Here is a condensed version. (We will be happy to e-mail you his complete report)



2004 AB 844 (Nation) passed in 2003 which required the California Energy Commission (CEC) to implement "replacement tire efficiency program." CTDA's opposition was emphasized. Received support of California Integrated Waste Management Board (CIWMB) Two hearings were held and CTDA was represented at both. CEC backed off..

2005 Large tire fee increase proposed to subsidize tire haulers. Terry voiced concern of tire dealers because they like to set own customer fees for disposal. Proposal died. The CIWMB held open sessions concerning spending collection of tire receipts (\$32 million yearly). CTDA's position was presented and information presented explained most tire retailers like to set their own customer fee for disposal. Three open sessions held. Letter-writing campaign by CTDA and testimony was given explaining fee should be 50-cents per tire and solely used for cleanup illegal dumping.

2006 Prison Industry Authority (PIA), with prison located near Blythe wanted to start up a tire – derived product to compete with private sector. CTDA mounted opposition along with local governments and private sector tire recyclers and eventually won out.

2007 The Rubber Manufacturers Association (RMA), presented a wide array of issues in Sacramento. CTDA endorsed a proposal to help CTDA dealers purchase nitrogen systems if they wanted. Also voiced concern on RMA proposal to disallow the retail sales of used tires.

2008 As in other years, Terry met with new Board to discuss issues of concern to CTDA. CEC developed regulations to encourage customers to buy fuel-efficient tires. CTDA opposed mandate on what type of passenger or light truck tires a dealer can sell.

2009 CTDA, working with Les Schwab Tire Centers, successfully defeated AB 496 (Davis). Would have required tire dealers to disclose the initial age when tire is sold. Also would have required dealers to present a written disclosure concerning safety of tires as they age and state when vehicle manufacturers recommended when tires should be replaced. Bill would have carried a maximum \$250 fine if violated. Representing CTDA, Terry opposed Bill and it was defeated. Defeat of Bill was very advantageous to tire dealers.

2010 CTDA opposed AB 323 (Yamada) which dealt again with the date of manufacture for tires. Opposition resulted in Bill failing passage in Assembly Business and Professions Committee. CTDA also opposed AB 1981 (Hill) which would have exempt used cars from paying tire fee. This was used cars only sold by new tire dealers. Would have provided incentive to introduce new bill for tire fees. Bill died in State Senate. And, CTDA opposed SB 1326 (Oropeza) which would divert % million from State's Tire Fund to California Conservation Corps for collecting and recycling tires. On behalf of CTDA, Terry presented evidence that there are no large waste tire piles left in California. SB 1326 was dropped by author.

In 2010, Terry met with the CIWMB new Board members to convey concerns of CTDA about the use of the Tire Fund for programs that don't divert tires from landfills. Also got CIWMB to not use money from the Tire Fund to clean up sites that didn't contain old tires. Terry monitored Five-Year Plan for Waste Tire recycling Program to ensure programs were only for cleaning up and diverting tires from landfills. Terry successfully objected to use of Tire Fund money to clean illegal tire piles in Mexico.

2011 Primary actions illustrate the value of Terry for individual dealers. One dealer was wholesaling tires to different shop in different cities. City required dealer to obtain a business license. The City, the State Board of Equalization, and several different Agencies. The League of Cities explained "rule of proportionality" and license fee was determined to be \$30, one tenth of city's original quoted fee.

A second dealer provided a service to farmers, by hauling new tires to farm and replacing the worn ones. City insisted dealer told member he must charge a sales tax for tires and for changing tires and transporting tires to farms. BOE informed Terry that since service was a repair and dealer did not charge for transporting tires, there is no sales tax.

2012 CTDA supported SB 1076 (Emmerson) which eliminate "check and inflate regulations requiring automotive service providers withhold inflating a tire solely on the basis of age. This could lead to a provider being sued for inflating an "older" tire. September 14, 2012 Governor Brown signed the Bill into law.

2013 AB 8 (Perea) would help finance a network of hydrogen fueling stations and other air pollution reduction measures and extend the sunset date on the \$1.75 tire fee until January 1, 2024. The California Air Resources Board (CARB) currently receives 75-cents per tire was going to campaign to save their 75-cents per tire. Representing CTDA, Terry opposed CARB getting the 75-cents if the January, 2015 sunset date arrived without any extension. AB 8 passed the Legislature and was sent to Governor Brown for his signature. The Governor has indicated he will sign it. AB 501 (Nazarian) relating to tire recycling, contained language that would have placed tire dealers in the category of "tire broker." Terry, with Les Schwab Tire Centers had Bill amended to exempt tire dealers. AB 501 passed both houses and was signed by Governor Brown. SB 202 (Galgi\ani) would bring "tire sales only" shops under jurisdiction of Bureau of Automotive Repair (BAR). CTDA and Les Schwab Tire Centers co-sponsored it. In August, 2013, SB 202 couldn't get votes needed from the Assembly Appropriations Committee to send it to the Senate Floor. Main problem was the "expected costs" to BAR. Terry argues that the certification fee levied would easily pay for cost of regulation.

2014 AB 1665 (Jones), the successor to SB 202 of 2013, brings every business that involves changing or selling tires under the jurisdiction of BAR. Terry, with Les Schwab Tire Centers, in 2014, shepherded AB 1665 through the various Committees to get it to the Senate Floor. The Department of Consumer Affairs opposed the Bill at the last minute. After negotiations with Terry and Les Schwab Tire Centers, the Department of Consumer Affairs decided to present a "stand alone" bill rather than amend AB 1665. Now, AB 1665 is on the Governor's Desk awaiting his signature. Terry had CTDA and Les Schwab Tire Centers send support letters. September 30, is the deadline for the Governor to sign or veto. Our fingers are crossed.

## FACTS ABOUT EXPORTS OF PASSENGER AND LIGHT TRUCK TIRES TO THE U.S.

- Chinese exports of passenger and light truck tires to the U.S. increased by 55.8 and 75.8 percent, respectively, over 2012.
- Passenger tire imports from China exceeded 46 million units last year, accounting for one in three car tire imports and representing about 22 percent of the replacement market.
- Overall passenger tire imports rose by 13.6% to 143.7 million units.
- Considering the RMA (Rubber Manufacturers Association) estimated the U.S. market at 199.1 million units, imports represented more than 70%.
- Imports of light truck tires from China shot up to 5.28 million units last year - Canada remained the largest exporter with 9.51 million units - other important exporters to the U.S. were South Korea - Japan - Chile - Indonesia and Taiwan.
- At 24.7 million units, imports accounted for more than 85% of the U.S. replacement market.



The above sounds like gloom and doom, however, there are still tire companies that are eager to invest in tire plants in the U.S. First among them is Giti Tire. Who has been a supportive member of CTDA for several years.

Giti Tire Co. Ltd. is building a consumer tire plant in Chester County, S.C. Executives from Giti and its North American subsidiary, Giti Tire (USA) Ltd., joined South Carolina Governor Nikki Haley and state and county officials announcing the plan.

According to Giti, the \$560 million tire manufacturing plant is necessary "to meet growing demand in the North American market." The facility is expected to generate 1,700 new jobs over the next 10 years.

### Facts about Giti Tire:

Giti Tire is a [Singapore](#) headquartered tire company, with eight manufacturing facilities, over 32,000 global employees, and distribution to a market of more than 130 countries.

As of 2014, Giti ranks as the #10 tire manufacturing company in the world based on revenue.

Regional Offices: [USA](#), [Canada](#), [UK](#), [Germany](#), [France](#), [Brazil](#), [Indonesia](#), [China](#), and [Singapore](#)

Giti Tire (USA) markets high performance, passenger, SUV, light truck and medium truck tires.



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L.A. South Bay

Chris Barry, Independent Tire Dealer Group

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### Don's Tire - 50th Anniversary

Don's Tire was formed in 1964 by Frank Frizzie in Berkeley, California. In 1965 Frank was called in to serve our country and Frank's younger brother Don Frizzie decided to venture into the tire business and run the tire shop.

Don was so successful that after two years he decided to move the tire store in 1967 to 1833 Gilman Street. Don's Tire bought their Yokohama's from George Edwards and Don was off and running with the Yokohama program. I guess you could say that Don's Tire has been a Yokohama dealer for almost 50 years. (Please take note Yokohama).

In 1967 Don bought a retread shop in Pinhole as that is where a tire dealer could make some good money and - more importantly - satisfy his customers. Don later moved his retread shop to Oakland. Then in 1971 Don bought a location on 820 Gilman Street and in 1979 built a new building , which is where the current Don's Tire stands today'

Don's main tire lines were Yokohama as a direct dealer and Michelin from Rouse Tire and Remington from California Tire.

In the late 80's Don's wife Linda decided to join the family business. Linda worked at Wells Fargo and was ready TO HELP Don's Tire. After 90 days at the job Linda collected 3 years of past dues, and Don's Tire was really up and running.

Don's and Linda's daughter Angela has been at her Dad's side for the past 20 years and has helped direct the "ship" and is ready to take it to the next level. Don's son Greg takes care of the commercial side of the business - so this is truly a great family run business.

Don Frizzie joined the Independent Tire Dealer Group in 1996 and bought his share of stock in 1997. Don attends each and every ITDG shareholders' meeting and brings home new ideas on how to optimize his offerings to his customers.

Don's hobbies include spending time with his four grandchildren, who are between the ages of 8 and 15. Don has 3 grandsons and 1 granddaughter. Don is also a huge Western Movie fan and knows all the John Wayne and Clint Eastwood movies.

It has been an honor to work with Don's Tire since 1998 for me and it is always an exciting sales call when visiting Berkeley, California

From left to right:

Greg Frizzie, Angela Bither-Frizzie, Don Frizzie





Gabriel Valley

Paul Arellano, Lakin Tire  
(800) 96 LAKIN [pailarellano@lakintire.com](mailto:pailarellano@lakintire.com)

*The grass is always greener on the other side."*

*Unknown*

**SALES CLINIC - VOLUME 8**

A new neighbor recently introduced himself to me, and at one point, he asked, "so what do you do?" I asked him if he had the next 10 hours free, as others that have asked that same question have ended up watching the Youtube-hosted video clip of Lakin Tire's appearance on the History Channel on my smart phone, and engaged in a very long conversation. I was left alone at a wedding reception table once, and 2 hours later, the entire table of perfect strangers was well versed in eco-friendly tire recycling!

My neighbor told me that I seemed very excited about what I did for a living, and he told me that he hoped someday to have the same enthusiasm. He revealed to me that he, too, was in sales and that over the past 8 years he had sold everything from time shares to insurance, and now he was selling financial services. I almost choked when he told me, "I am looking for a well - established company to work for in

market that isn't saturated with competition." He asked for advice, so I told him to stop searching endlessly, to plant his feet and get to work distinguishing himself and his company from the pack of competitors that he was so tired of.

Shocking Revelation #9: The grass is NOT greener on the other side! The only way to make any real progress is to stop looking for some distant land of happiness, and smell the roses planted right outside of your front door! I truly hope that my neighbor does not find that company with no competition, as if that were to exist, his services would not be necessary.

The shop down the street may very well have the exact same product as you do, but they can't treat customers exactly the same way that you do. You own that "secret sauce", and if you distinguish yourself enough and leave a lasting impression, some might even be a little less concerned with price, and more concerned with your level of service.

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It's hard to believe that it's fall 2014, and of course it's great time to be a sports fan. The Giants and Dodgers are in the thick of a pennant race, and both college and NFL football are beginning their seasons. It promises to an exciting time for sports.

Tire Dealers report that they've seen an increase in store traffic over August. They attribute this to students returning to school (in late August) and drivers beginning to get ready for fall and winter travel.

We continue to see building (residential, commercial, and road) along the Hwy 580 and 680 corridors, and along Hwys 880, 101, and 280. This construction speaks to the relatively good health of the regional economy. Real Estate continues to remain strong with multiple offers on housing in the established neighborhoods of the Bay Area. With the improved economy has come news of possible interest rate increases. This would have a positive effect on income investment returns; however it would most likely have a negative effect on non-government building, and stocks.

Water (and the ongoing drought) continues to be a major issue affecting the economy of northern and central California. While the effects of the drought can be felt throughout the region; the San Joaquin Valley has been especially hard hit by lack of water for both agriculture and people. While we can hope for a wet, cold, and long winter there appears to be little political will in California to address long term solutions such as heightening existing dams, building new ones and increasing overall water storage. The state will continue to grow and the issue of water for agriculture, people, and business should be addressed.

There is a bill working its way through the California legislature that would require tire dealers to be able to service, and trouble shoot vehicle TPMS (Tire Pressure Monitoring Systems). In addition, this legislation would put all tire dealers under the regulation of the Bureau of Automotive Repair.



San Fernando Valley

Bill Fuqua, Turbo Wholesale Tire

(323) 257 7036 bill@turbotire.com

### Countervailing and antidumping duties/tariffs

The last time we went through this exercise we (Turbo) like other wholesale distributors were still able to maintain profitability with the 35/30/25% duties annually and preexisting 4% tariff. At this rate, even with tire supply incoming from other countries without this substantial tariff the majority of wholesale

tire distributors were for the most part on equal footing and ultimately even though there were bumps in the road, ultimately came through o.k. It was the American consumer who got screwed. Passenger tires had increased as much as 70%. That still blows my mind! First Red Light Camera tickets, now tires?

This time we just don't know what the cumulative effect of "countervailing" and "antidumping" duties will be. If they fall in line with the same percentages as last time, domestic wholesale tire distribution should for the most part, be business as usual. If however that percentage is substantially higher than what we experienced last time, we will have to develop a new business plan. We may have to look at different markets abroad. We will probably source tires from other Asian countries. It will be interesting and gut wrenching to see how it all turns out, but one thing for sure is "the American consumer will get screwed again." From his own government!

When you witness entrepreneurs who have put everything they have into their business (blood, sweat, tears) and then to punish those same businessman who hire hundreds and thousands of workers nationwide. It's just wrong. Not to mention all the other workers associated with the importation, transportation and warehousing of that product (office, land, sea, field). At the end of it all, it's the American Consumer, the one who can afford it the least who gets hurt the most.

It's almost hard to believe, but it happened before and it's happening again. To what extent we don't know but we do know as independent business people we will figure out how to be successful regardless ignorant laws and policies.

If Rod Sterling were still alive, he would end by saying, "once again, the American Tire Industry is eating itself from the inside out, prices are universally raised, consumers are forced to buy tires they can't afford or are driving on unsafe tires, profits have suffered and service has diminished, Welcome To The Tire Twilight Zone."



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*“Never dwell on the past, but don’t forget from where you came”*



I like pictures, and especially when I am too busy to write. I borrowed the quote above from some thoughtful person and so thank you to whoever that may be.

Pictures in order are 1. CTDA Director Jay Goldberg and my Dad Steve Eordekian probably at a CTDA trade show in around 1990. 2. Myself (When I looked like my pal Norman from Capital) with My Cousin Cory Mooshagian back when we ran USED RIM, Inc. together. 3. Eddie Cohn, our former director down here at the former CTDA-S and this is the picture that he would use when he wrote his column and the same picture I use today on my screensaver. 4. My Mom Nina Eordekian with me holding onto my eldest nephew Vahé Michaelian at my second location back in around 1993.

Your Humble Used Rim Peddler, Billy Eordekian



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### My Harley and the roads

I've been riding my Harley a lot lately and traveling all over the North West. I've noticed something that confuses and irritates me. Have you noticed that the roads in California are bad? Of course you have. Not only are they bad, when you're on a motorcycle, they're downright dangerous. All the pot holes, bumps and ripples in the roads make riding at night inadvisable at best. Things you notice in a car on a bad road are noticeable two fold on a bike.

The confusion comes in where you consider that California roads are driven on more than just about any other state. I don't have stats to back this up but I'm sure this is true. On the other hand Oregon, (where I just came from last week) has very little traffic on the roads I traveled (safe I-5) and we rode for hours and maybe saw 10 cars. Yet, and here's the confusing thing, the roads in Oregon are beautifully maintained. The lanes are smooth, wide, black and have lines that are visible even at night or in fog.

So why in a state with no sales tax and way less traffic are the roads so beautifully maintained and California, with sales tax, and more traffic than just about anywhere, has the worst roads?

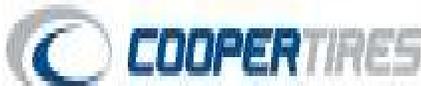
I've watched road crews making roads. As a matter of fact in Oregon we had to wait in a few stops where they cut down to one lane in spots while they work on one side or the other. I admit it doesn't look like cheap repair. It looks like it costs a lot to repair our roads. But why does California which has as many movie stars and politicians as pot holes ignore this problem? Every day in the paper there's something about "Oh woe is us, our roads are bad. No solution in sight!"

I've got a solution. Make everyone, EVVEERYOONNNE!!! WHO HAS A CAR pay a pre-determined amount that it would take to fix these roads in a sensible reasonable time period. We all drive on them, we all should pay. Insurance companies make us give them mileage very year on our vehicles. (So they can charge us as much as possible). All the State has to do is make the insurance companies share this information so they can calculate the cost. Maybe it would be so much that those smarter than me reading this would say, YOU IDIOT! That's trillions! Well if it is, we better get started with some kind of plan because it's not going to get better by doing what we have been doing so far.

Plus, I'm not giving up my Harley, so ya'll better get in line or they'll be hell to pay....ya hear!!



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